UK BANK CUSTOMERS ANALYSIS

Demographics and Financial Insights
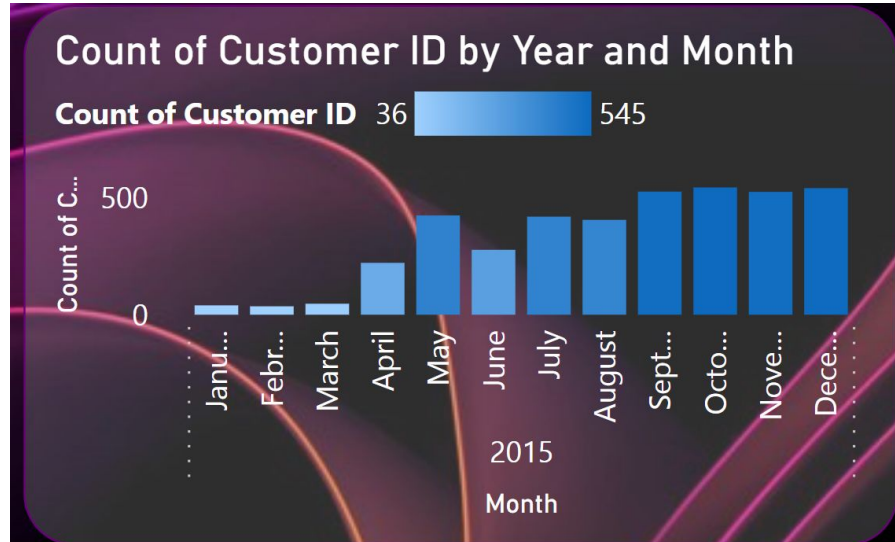
Dataset:

❖ Dataset Overview:
  ➢ Customer ID, Name, Surname, Gender, Age, Region, Job Classification, Date Joined, Balance.
❖ Key Insights:
  ➢ Customer count by month, year and region.
  ➢ Data analysis based on gender, job classification and age.
❖ Data Analysis Goals:
  ➢ Understand customer profiles.
  ➢ Identify trends for informed decision-making.
❖ Recommendations:
  ➢ Target specific demographics.
  ➢ Improve services based on analysis.
❖ Conclusion:
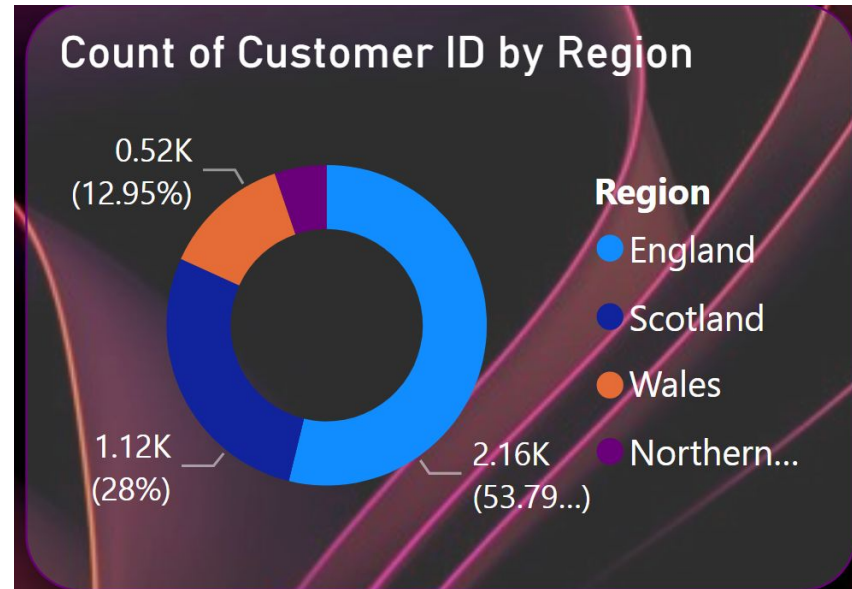 ➢ Data-driven insights for strategic decisions.

Count of Customer:

The count was primarily done on the basis of the numbers of customer id present in the dataset.
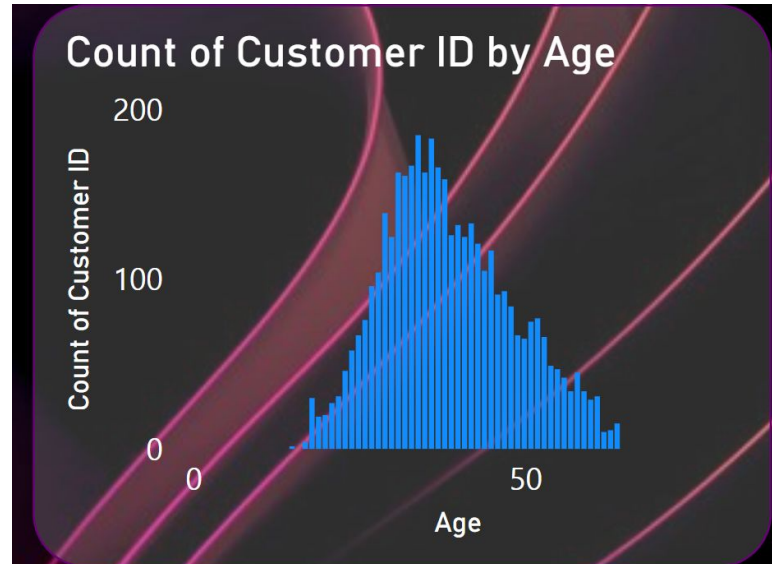
Here the count of customers are ordered according to the date joined in the bank, the graph type used is histogram.
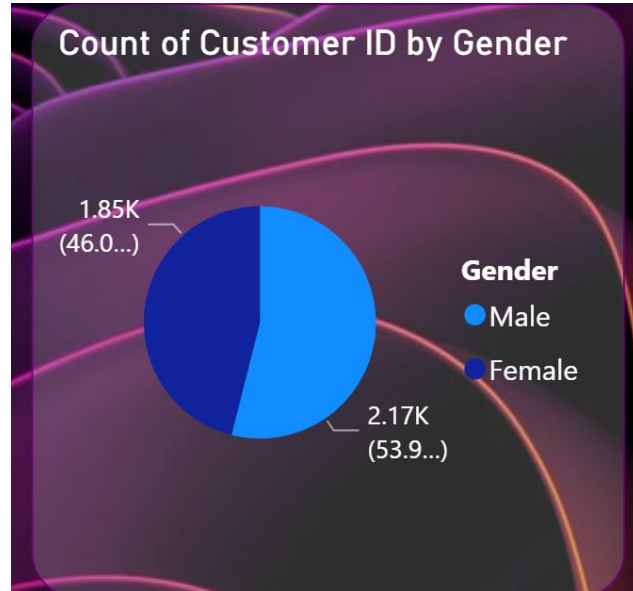
Here Donut chart is used to depict the count of customers by region along with the count and percentage of the total.
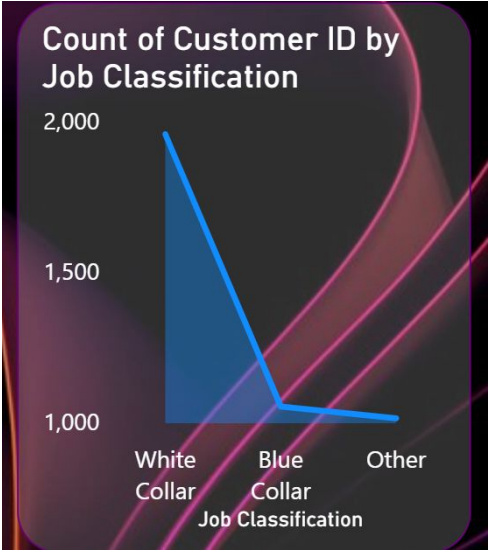
Here clustered column chart is used to depict the number of customers based on the age, where x axis is age and y axis is the count of customer id.

Here the count of customers are ordered according to the gender, the graph type used is pie chart. The numbers of male and female customers and their respective percentage is also displayed.
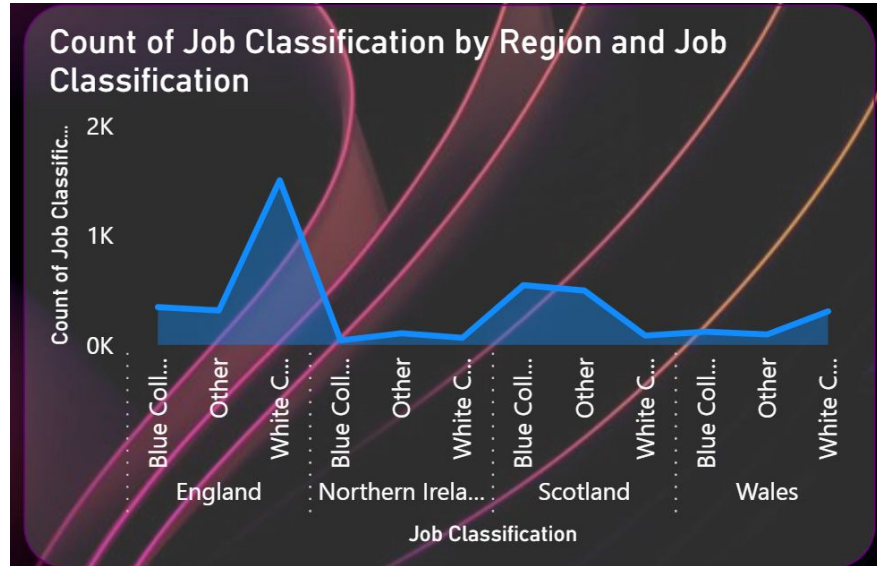
Here the count of customers are arranged by the type of job classification, there are 3 classification present, White Collar, Blue Collar and Other. The graph used here is area chart. Further job classification is used as filter which will be later explained.
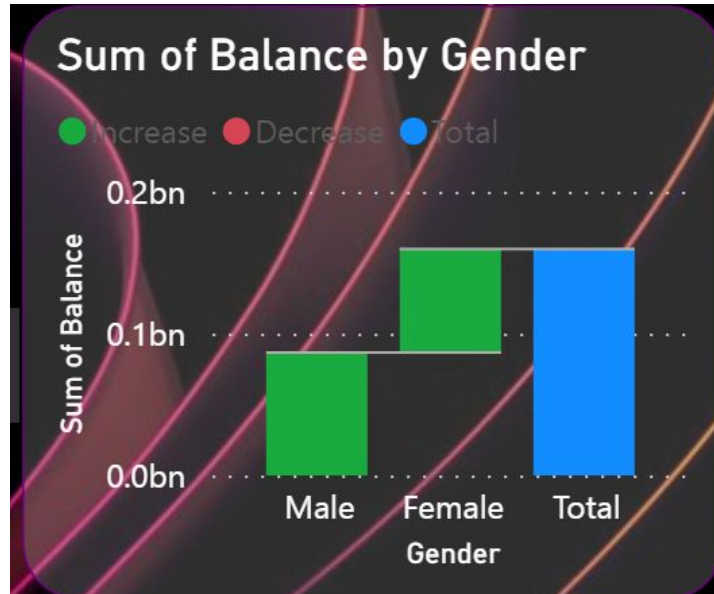
Count of Job Classification by Region

Here the Job Classification attribute is subdivided for all the regions in the dataset, for every region, the classification is divided into White Collar, Blue Collar and other. Area chart is used here.
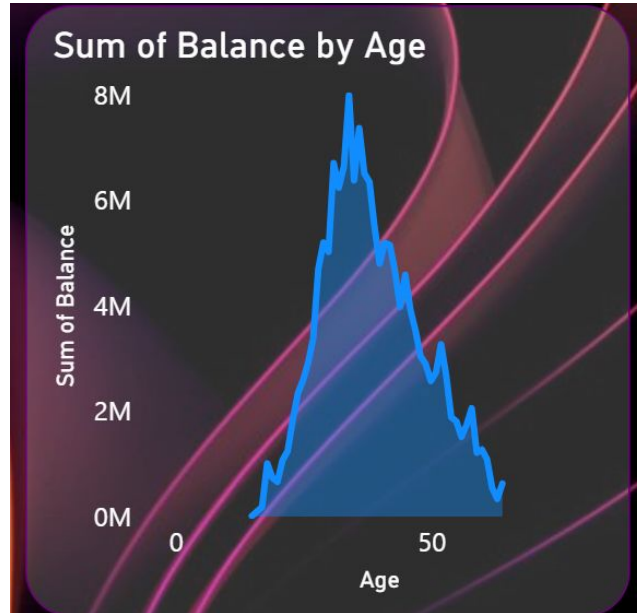
Sum of balance based on genders:

Sum of balance according to the gender with their values, Waterfall chart is used here to depict the analysis.

Sum of Balances by age:

Here the sum of balances are depicted according to different ages. Aria chart is used for the purpose.
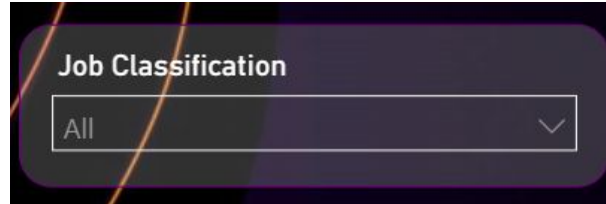
Filters:

For the analysis purpose two filters are used,

Here using the quarter filter the complete dashboard will be showing the data for the particular chosen quarter only.

Similarly, the job classification filter can be used to sort according to a particular job only.